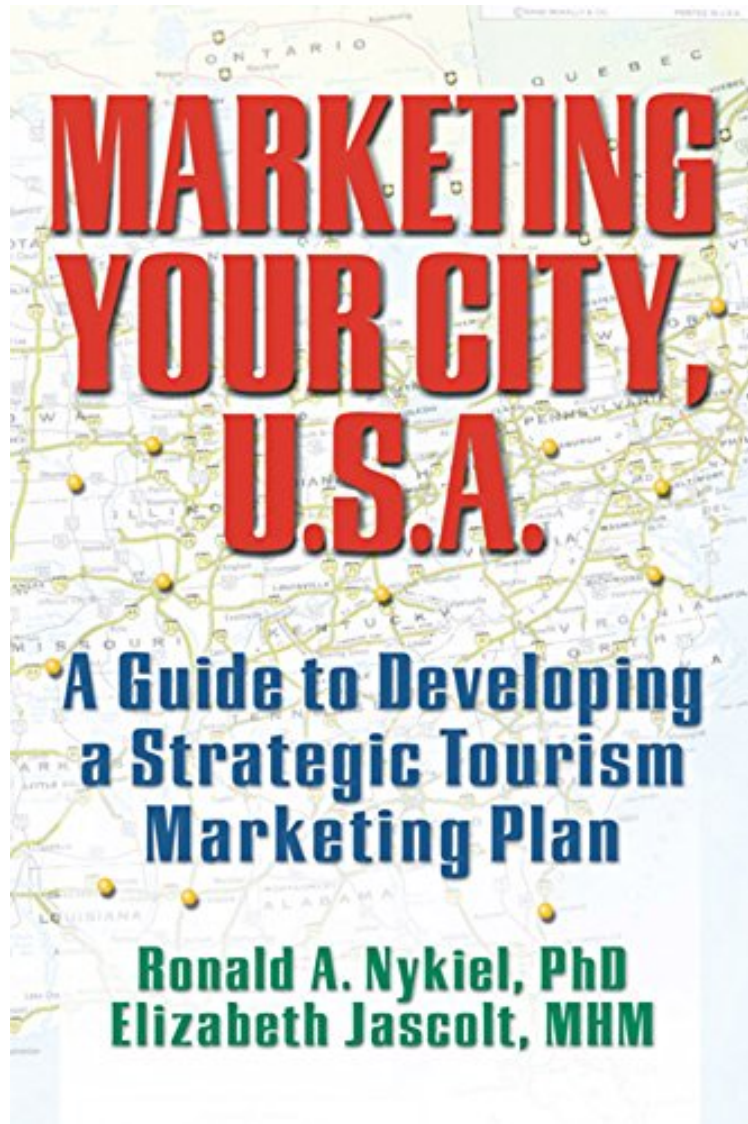


Marketing Your City, U.S.A.: A Guide to Developing a Strategic Tourism Marketing Plan

Kaye Sung Chon, Ronald A Nykiel, Elizabeth Jascolt
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Kaye Sung Chon, Ronald A Nykiel, Elizabeth Jascolt : Marketing Your City, U.S.A.: A Guide to Developing a Strategic Tourism Marketing Plan before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Your City, U.S.A.: A Guide to Developing a Strategic Tourism Marketing Plan:

0 of 0 people found the following review helpful. Five Stars By Beverly Ann Jamison Well written which clearly spells out a strategic plan for getting your city marketed. 0 of 0 people found the following review helpful. Four Stars By Michelle Anderson helped big time

With *Marketing Your City, U.S.A.: A Guide to Developing a Strategic Marketing Plan*, you'll discover how easy it is to market your hometown to potential tourists. You'll find a simple, sure-fire strategy proven to bring out the charm and beauty of any town, anywhere. You'll learn ways to improve the "packaging" of your community, while at the same time improving its visible appeal to tourists. *Marketing Your City, U.S.A.* gives you the guidelines for developing and selecting objectives, key strategies, and tactics that will help you produce or increase revenue through increased tourism. In *Marketing Your City, U.S.A.*, you'll find the marketing process broken down into easy steps that are outlined and completely explained for a theoretical destination: "Your City, U.S.A." You will learn how to arrange a sample "calendar of events," how to effectively plan a yearly series of promotions, and how to formulate a proposed budget for advertising, promotions, and public relations. *Marketing Your City, U.S.A.* is written in such a way that you can either implement all the strategic marketing steps or just the ones that particularly pertain to your hometown. The five easily applied marketing objectives you'll find outlined in the book include: how to enhance your city's overall environment; how to broaden your city's economic base while providing for new revenues; how to develop your city's infrastructure to be visitor-friendly and to increase the length of visitors' stay; how to effectively market your city's resources for tourism; and how to communicate with both audiences--the public and local residents. After reading *Marketing Your City, U.S.A.*, you'll find tourism a win-win situation: the more you attract tourists the more outside revenue you'll gain. You'll approach tourism with a confident strategy that guarantees your hometown's success. Tourism can be difficult and overwhelming, so let *Marketing Your City, U.S.A.* guide you every step of the way.